



Forever West™

Diversify and expand Wyoming's economy by incrementally growing Wyoming's tourism industry.

Our Goals

In the current economic climate, there are *two major goals* – *to increase the number of visitors to the state and to create programs that will extend the length of stay*. Wyoming must continue to be aggressive in the marketplace, seizing every opportunity to deepen existing markets and to expand into new markets. The Wyoming Office of Tourism must strategically utilize all channels including traditional media, online media, ambient marketing, public relations and event promotion to accomplish these goals.

Growing Sales Tax Revenues and Sustaining Jobs

Wyoming's tourism industry (the second-largest in the state) is strong and its' benefits are felt virtually everywhere, whether the visitor stops for a tank of gas or stays for a week.

- Last year, Wyoming enjoyed **7.1 million overnight visitors** resulting in **\$2.5 billion** in direct expenditures.
- Visitor spending supported nearly **30,000 jobs** with associated earning growing at 5.3% per year since 1997.
- **Local and state tax receipts**, from tourism-generated spending, have increased from \$63.1 million in 1997 to **\$107 million** in 2009 – that's 5.4% growth, per year, over the past 12 years.
- In fact, in 2009, for every \$1 spent within the Division's budget allocation, \$8.16 was returned in state tax revenue. Wyoming taxpayers enjoyed an **\$8.16 return on investment!**

Driving Demand - Influencing the Consumer's Travel Plans

- Expanded advertising and public relations increase awareness levels about Wyoming as a vacation destination.
- Properly positioned, advertising reaches consumers at an opportune time in their vacation planning cycle.
- Advertising influences the decision to lengthen an already planned visit.
- Advertising influences the decision to take a trip *NOW*.
- Advertising influences the decision to add Wyoming as a possible place to visit in the future.

Funding the Growth - Travel & Tourism Exception Budget Request

- 1. Deepen advertising efforts in larger, existing markets particularly Chicago, St. Louis, Kansas City and Oklahoma City all of which are good sources of first-time visitation. \$1.2 million**

Increase the TV schedules by 2-3 weeks, increasing the marketing presence by as much as 50%.

Use public relations, events and promotions to kick off the planning season. Utilizing high profile, highly visible locations within each market, feature Wyoming's New Traveling Road Show highlighting Wyoming's iconic destinations, events and attractions including Cheyenne Frontier Days, Yellowstone and Grand Teton National Parks, Devils Tower National Monument, the Buffalo Bill Historical Center and Jackson Hole.

Use ambient media (i.e. public transit, billboards, wallsapes) to keep the Wyoming message consistently visible throughout the media campaign (approximately 3 months) and to add a tangible in-market presence.

Utilizing Vocus (a traditional and social media tracking software), enlist influential bloggers and past inquirers/visitors from these key markets to post/blog and advocate for Wyoming.

- 2. Increase overall repeat visitation from regional markets and multiple trips from adjacent markets (primarily Denver and Salt Lake City). \$675,000**

Expand research and analysis of the existing database of past visitors to provide more in-depth consumer information, such as frequency of travel, demographics, income profiles, lifestyle preferences.

Using database analysis findings create targeted direct mail and email campaigns to send more personal preference invitations to visit Wyoming again.

Fully engage all relevant social channels and capitalize on the growing use of mobile messaging to provide visitors with real-time tools to access information about Wyoming while planning or during vacations.

Continue to evolve the Road Trip Wyoming campaign into Denver/Salt Lake City and other adjacent markets by creating advertising that reflects the findings of the consumer preferences in the database analysis research. Expand the visibility of feature events, activities and destinations that are the "lesser known" or "off the beaten path."

3. Expand into new markets that have shown the highest potential for Wyoming's efforts specifically, Seattle/Tacoma and Dallas/Ft. Worth. \$3 million

Yes, there are challenges with sustaining new market development when only supported by a one-time appropriation. Due to national print and online advertising efforts, these two selected markets have already begun to perform well. This one-time spike in the use of television will accelerate immediate growth.

Create multi-media campaigns by using the successful launch model used in Chicago; lead with 8 weeks/market of TV advertising, out-of home including 10-14 billboards/market and 1 premiere wallscape/market. This will result in a 75%-85% reach into each market over a 3-month campaign period.

Use market-specific public relations, events and promotions to kick off the planning season in these two markets. Utilizing high profile, highly visible locations within each market, feature Wyoming's New Traveling Road Show highlighting Wyoming's iconic destinations, events and attractions.

4. Take advantage of evolving media on the international level to raise the awareness of Wyoming as a travel destination in the United Kingdom (UK) and throughout Europe. \$125,000

Audit and engage social channels to create discussion about Wyoming in the UK. Create advocacy for the state including business-to-business efforts that will enhance awareness about Wyoming with the UK travel trade using a social media toolkit that will use all social media outlets and feature Wyoming itineraries and popular destinations.

Identify and establish a relationship with social media influencers and bloggers. Conduct a social influencer/blogger familiarization tour; Wyoming hosts a select group of these individuals providing first-hand familiarity with the product.

Work with Travel Channel UK to develop targeted advertising, sweepstakes vacation giveaways, and Wyoming-specific programming. This consumer-facing effort will include running commercials and a sweepstakes on Travel Channel UK's affluent European network that reaches over 100 million households in the UK and Europe.

5. Enhance the front door to Wyoming's digital platforms with a homepage redesign and enhanced search functionality. \$114,895

Refresh the creative look and feel of wyomingtourism.org. New creative is being developed for all media advertising and the look and feel of the consumer website should reflect the same elements of the brand. The newly designed front end would launch in early 2012 prior to the summer marketing campaign launch.

Add 3 fundamental elements to the current search function on wyomingtourism.org to more closely align with standard search results widely used throughout the internet i.e. Google, Bing. These would include *Best Matching Feature* - users have a "best match" or "most like" return; *Suggested Feature* - when a user starts typing in the search box, a list of suggested keywords are returned to help guide the user to relevant content; *Enhanced Sort & Filter Feature* - sort results by relevance, popularity, alpha or enter a location (address or zip).

Our Request - \$5,114,895

Who benefits?

Wyoming Residents – visitors and residents enjoy the same activities - tourism development enhances quality of life. A healthy tourism economy creates jobs and provides tax relief for local citizens.

Wyoming Businesses – increased visitation and extended length of stay results in increased sales for Wyoming tourism and non-tourism related business.

State of Wyoming and Local Governments – travel spending generates local and state tax revenues.

Traveling Public – current and engaging information and a quality customer service contribute to visitor satisfaction.

An investment in tourism is an investment in Wyoming's future ~ and one with a proven return!